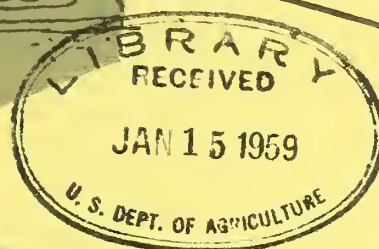


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FARM FACTS REACH PEOPLE IN MANY WAYS



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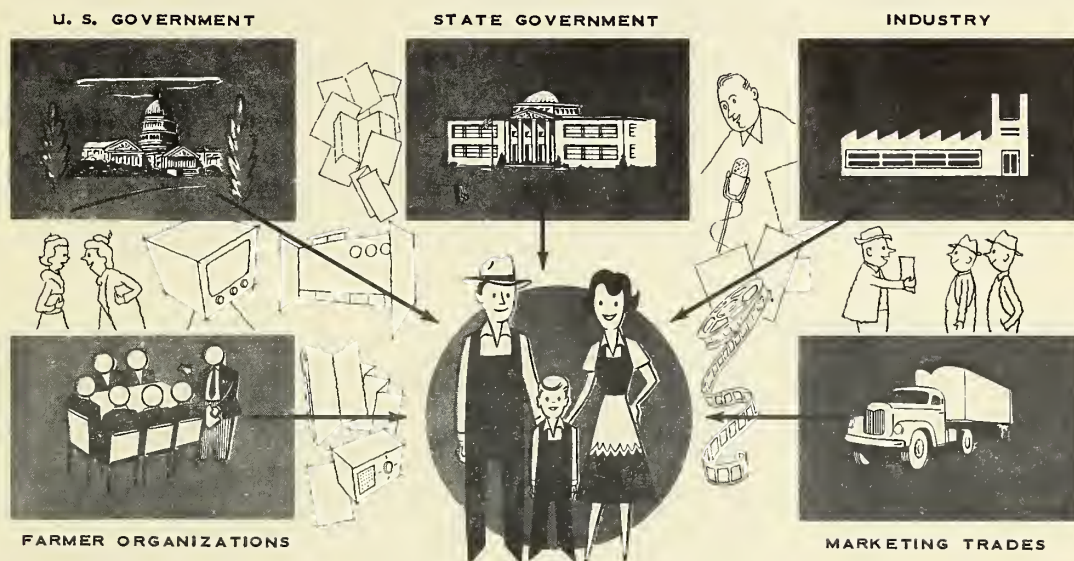
Farm Facts Reach People In Many Ways



Farm facts reach people in *Many Ways*

*In telling the agricultural story,
many partners cooperate with the . . .*

OFFICE OF INFORMATION, U.S.D.A.



The law establishing the Department of Agriculture, signed by President Abraham Lincoln in 1862, stated that it would be the duty of the Department ".....to acquire and to diffuse among the people of the United States useful information on subjects connected with agriculture....."

Thus, telling people about agriculture, in the broadest sense of the word, has been basic to the work of the Department of Agriculture from its beginning. This information activity is the means by which...

....research findings become known and used,

....programs for the improvement of agricultural resources and products are carried out effectively,

....statistics on crop and livestock production and other agricultural subjects are supplied for the guidance of producers and industries,

....information about available products and their use is offered to consumers,

....regulations regarding the sale, shipment and use of agricultural products can be enforced.

The Department of Agriculture has many partners in this enterprise.

Facts about farming reach the people of the United States from many sources and in many ways.

Many institutions, including the Department of Agriculture, collect statistics and generate information about agriculture. Private industries, as well as Federal and State government agencies, do research leading to better production and use of agricultural products. Private economic institutions as well as government agencies gather statistics about agriculture, ranging from a basic census of agriculture to statistics about production and prices of specific agricultural commodities.

To reach the people who are interested in the information they have to offer, all of these institutions use means of communication that the people of the United States are accustomed to turn to in seeking information they want. Many of these are private, commercial (profit-making) outlets such as:

....magazines

....newspapers

....radio

....television

....trade association publications.

These outlets are generally supported by the sale of space or time for advertising, but they carry information of public interest as a service to their readers or listeners. Some non-commercial channels of information used by farmers and others seeking information include:

-local meetings
-conventions and fairs
-free publications sent in answer to requests for information.

Within the Department of Agriculture there are 13 different agencies carrying out research, regulatory or other programs provided for by the Congress. Each of these agencies has information workers, largely writers and editors, who cooperate with their program specialists in preparing information materials about the work of the agency. Some of these agencies have field offices throughout the country that work directly with farmers and other people in carrying out the administration of their programs. Information activities are a necessary part of this administration.

The Department's information work is carried on jointly by the Office of Information and the information staffs of the agencies, with the Office of Information guiding and coordinating the total effort and offering a number of services to the agencies, such as distribution of prepared materials to public information channels and actual production of a variety of information materials about all phases of the Department's work. The Director of Information is responsible for administration of the overall information activities of the Department, both in Washington and in the field, in accordance with Department policy.

The information work of the Department of Agriculture is carried on in closest cooperation with State Land-Grant Colleges, with the Department preparing information materials and the colleges adapting them to conditions in their section of the country, and using and distributing them along with materials based on State research and prepared at the State level. Through their system of county extension advisory teams working in every agricultural county in the country, the State Extension Services directed from the Land-Grant Colleges form a direct line of contact with farmers and their families wherever they may be. State and local extension workers speak directly to farmers seeking information; they arrange local meetings to discuss problems which affect farmers in their area; and they also make use of all available channels of information to reach local people with the latest facts about farming.

Industries that produce machinery or materials used in agricultural production and industries that use agricultural products often carry on considerable research about the use of their products or the development of new products. These industries are also interested in research related to their work that is carried on by government agencies. In either case, they become both users and distributors of information arising from agricultural research. And they are among the partners of government and other non-government institutions who work together to get facts concerning agriculture to the people who need them. These industries use their trade magazines, commercial information channels, the dealers who sell their products, and all other available outlets in carrying out their information activities. Much of this activity is a form of advertising, which is

characteristic of competitive free enterprise in this country, but it is nonetheless a valuable and effective means of getting agricultural and related information to people who can use it.

Other important partners in the agricultural information field are farmers' organizations and farmers' cooperatives, whose activities may include anything of benefit to their farmer members. These associations have their own publications and they keep their members informed about anything which affects their business or private interests.

All these agencies and people who take part in the total job of getting farm facts to the people of the United States--State and Federal government agencies, agricultural industries, economic groups, trade associations, farmers' organizations, and commercial information channels such as newspapers, magazines, and radio and television stations--might be described as a far-reaching agricultural communications network.

The key to relationships within this network is cooperation. No group or agency working in the field of agricultural information is in a position to dictate to another, yet all need and depend upon each other in carrying out their work. The result is a mutually beneficial and productive association, in keeping with the American democratic tradition. The pattern of interchange is not set--relationships are informal and they are constantly changing as situations or occasions demand, or as new information channels or agricultural agencies develop.

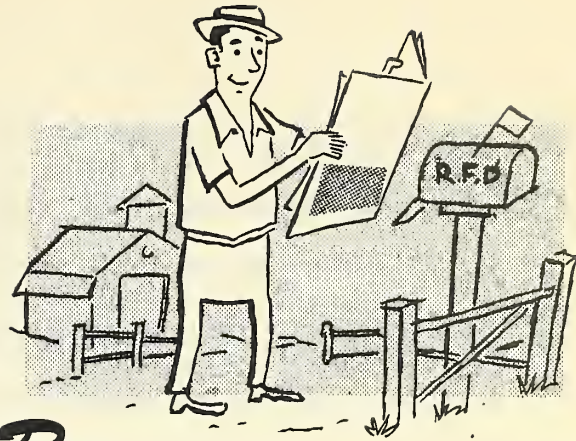
Nevertheless, despite the informality of these relationships, we have here in the United States a highly effective system for getting facts about agriculture out to the people who want them and can use them.

Our system, just as it is, probably would not work in any other country because it grew out of conditions as they exist here and it meets our needs; but it contains many ideas which might be adapted to situations in other lands, just as we have taken ideas from many other countries and have adapted them to our own use.

The effectiveness of our system can best be shown perhaps by the increase in productivity of American agriculture, especially in recent years. A hundred years ago a U. S. farm worker produced enough to supply himself and 3 other people. By 1930 farm workers had stepped up their production sufficiently to support themselves and 9 others. Today's farm worker is supporting himself and 19 others!

This has been accomplished by the use of more machinery, more electric power, more plant food, better seeds, better livestock feeds and breeds, and more efficient farm practices. But knowledge which led to widespread adoption of these things was made available to everyone through our agricultural communications network, which was effective in telling farmers about the availability of new aids to production and how to get them and use them. In this way the results of research were put to practical use.

"A free press stands as one of the great interpreters between the government and the people. To allow it to be fettered is to fetter ourselves." - - from a unanimous Supreme Court decision in 1936 striking down a State law limiting free operation of newspapers.



HOW THE USDA SERVES A FREE *Press*

through the work of

Press Service
Office of Information
U. S. Department of Agriculture

The people of the United States are proud of their free press--a newspaper and magazine industry that is privately owned and free from any government control, competition or restraint.

This freedom is written into the U. S. Constitution under its first amendment, which provides that "Congress shall make no law.....abridging the freedom.....of the press."

The U. S. ideal of freedom of the press is based on the people's right to know about anything which is of public concern. The Supreme Court has consistently upheld this principle in a series of notable decisions against any attempt to limit this right.

In dealing with a press which thus rightly considers itself the agency of the people, the Department of Agriculture:

1. Makes information of current interest freely available;
2. Prepares this information in useful forms that will be easy to adapt to newspaper, magazine, and other publication uses; and
3. Accords to writers, editors and others the right to come into the Department during any operating hours to obtain prepared information or to question Department specialists about any current Department business.

More than 12,000 newspapers are published in the United States. Of these, almost 10,000 are published weekly, about 2,000 are published daily. Most of the weeklies are published in small towns or cities and are prepared for a largely rural and suburban readership. Many of the daily papers, though they tend to be published in larger cities, devote special pages or sections to farm news for rural readers.

In addition, about 150 periodicals--weekly and monthly magazines--are published especially for farmers and their families.

Together, these outlets make up what is known as the "farm press."

The Press Service of the Department of Agriculture serves both the farm and daily press by providing, or helping them to find, all available information about the Department's activities and about agriculture in general.

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As the oldest established channel for Department release of current information, the Press Service acts as the central release point for all official announcements of the Department. Though the farm and daily press are among the principal users of these announcements, their use is not restricted to this outlet. Press releases are available to anyone, upon request, and can be adapted for use by any information medium.

On the other hand, neither the farm press, nor any other news outlet outside the government, is obliged to use the information given in prepared Department releases. The information is offered as a service to writers, publishers and broadcasters. Its use depends upon their judgment as to its interest and value to their readers or other audience.

The information contained in a regular Department release is prepared by the information staff of the Department agency reporting some new development or data. The Press Service has the responsibility for: 1) editing these announcements to see that they conform with Department policy, 2) seeing that they are approved by interested Department officials, 3) clearing them with other agencies as needed, and 4) arranging for their reproduction and distribution.

Department releases are distributed as soon as they are available to the national wire services: the Associated Press, the United Press, and International News Service--newsgathering associations whose clients include newspapers and radio stations in every part of the world. Also, between 4 and 5 p.m. of every working day, the day's releases are distributed to more than 150 Washington correspondents for newspapers throughout the country. Desk space and typewriters are provided for any correspondents who wish to come into the Department to work.

Department releases are also distributed by mail through more than 100 selective mailing lists maintained by the Press Service. These lists are made up of names and addresses of people who have requested certain classes of information. For instance, the editor of a dairy industry magazine may request that he be sent only that information which relates to dairy cattle. A mimeographed Daily Summary reducing each of the day's releases to a short summary paragraph is mailed to those who request all types of information.

The Press Service also handles a great many personal visits and telephone calls from writers and others with inquiries about Department programs and activities. Calls for technical or complicated information are referred to specialists in the various 13 agencies of the Department. Press releases are numbered serially and files are maintained so that releases about any subject may be quickly located.

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In addition to its general services to the press, the Press Service--through its own writers--regularly provides certain special services to important classes of writers and publishers. As in the case of regular Department releases, these special services are sent only to those requesting them.

A weekly Farm Paper Letter prepared especially for about 400 farm magazine editors and newspaper farm editors contains several pages of short items about agricultural research, general tips about agricultural developments or events, available new publications, photographs, and reports. Longer reports may be mailed as enclosures with this Letter, and, through personal correspondence, the editor of the Letter supplies other available reports and information upon request. The editor keeps in close touch with this group through their national associations and arranges meetings with Department officials and tours through Department research laboratories for them when they meet in Washington.

Food and Home Notes is a weekly service designed to meet the needs of over 900 women's editors and food editors of newspapers and magazines, and, to a lesser extent, radio and television. Included each week are several short news releases for the family food shopper and homemaker about subjects such as foods plentiful on the markets, nutrition, time-and-labor-saving housework and common household problems such as insect control. Women's editors also receive additional service through special mailing lists, personal correspondence with the editor of the Notes, individual consultation with Department officials, and prearranged tours of Department laboratories.

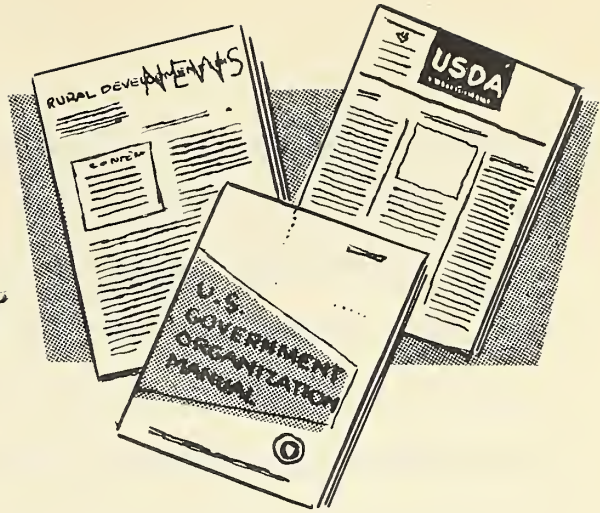
Several special news releases for the Negro Press are prepared each week for the nearly 200 specialized publications representing the interests of Negro Americans. A general release reporting a more effective ration for hogs developed by USDA scientists, for example, may be followed by a special piece for the Negro press showing how a Negro farmer has tried out the ration and found that it puts weight on his hogs faster and more economically. Other activities and achievements of Negro Americans in the field of agriculture are also reported. Many of these releases are accompanied by pictures taken by the staff writer who prepares them and who also provides special additional services such as gathering information and arranging interviews for writers who wish to prepare their own stories.

The News Service for Weeklies is a special series of releases prepared for weekly newspapers or other local outlets with a rural readership or audience. These releases are sent to extension editors located in each of the State Land-Grant Colleges for release from the State office, or through county agricultural agents, to local news sources. The releases are generally of more lasting interest than regular Department releases and are more directly designed to meet farmers' interests. They may be used as written or may be adapted to meet State or local conditions.

Special Reports

prepared by

Special Reports Division
Office of Information
U. S. Department of Agriculture



In the regular course of its business, and sometimes in answer to requests, it is necessary for the Department of Agriculture to prepare numerous special reports about Department activities.

These include an annual report to the President by the Secretary of Agriculture, reports requested by the Congress, Department contributions to government-wide reports, and other essential reports on Department-wide programs and activities.

The Special Reports Division of the Office of Information prepares such reports and also publishes a fortnightly employee news bulletin called "USDA."

Another major function of this Division is the direction and coordination of USDA information "campaigns" through which the efforts of several agencies can be combined to support a Department-wide program.

The Secretary's Annual Report

The Secretary of Agriculture is required by law to make an annual report to the President of the United States on the progress in agriculture during the past year. The report outlines national trends in agriculture, gives highlights of Department program achievements, notes problems facing farmers and the Department in the coming year, and reports on plans for meeting these problems.

The Special Reports Division takes the responsibility for gathering together from Department agencies the information needed to compile this report, and prepares it for publication. Printed copies of the report are made available to members of Congress and to the public.

Reports on Special Programs or Activities

Important Department programs, such as the Rural Development Program designed to encourage the economic development of poorer farm areas, and the Great Plains Program to encourage wiser use of land in a section of the country plagued by recurrent droughts, call for the periodic publication of progress reports. Sometimes these reports are requested by the President or by Congress. Sometimes it is necessary to compile information about a Department program to answer numerous inquiries from the public or from publishers, writers and broadcasters in the public information field.

Here, again, the Special Reports Division gathers information for these reports from agencies involved in the program, edits them and compiles them for publication.

Government-wide Directories and Reports

From time to time, the Department is called on to furnish information for reports that cover government-wide programs or activities. For example, the United States Government Organization Manual, published annually by the General Services Administration, briefly describes the activities of all federal agencies. A report of federal civil defense activity, or one required by the Office of Defense Mobilization, on the other hand, would be confined to one particular government activity.

The Special Reports Division prepares the Department of Agriculture's contribution to such government-wide reports.

USDA--Employee News Bulletin

USDA--the employee news bulletin--is published every two weeks for the more than 70,000 Department employees throughout the United States and territories. This printed, 4-page bulletin contains a great variety of items of interest to employees, reporting on employee rights, opportunities, responsibilities, and achievements.

Some of the items are written by employees themselves, and some are messages from Department officials. Other items explain Department programs, describe unusual jobs in the Department's work, and report interesting details of the Department's history.

About 6 out of every 7 Department employees work outside the Washington, D. C. area. Through personal visits and correspondence, the editor of USDA keeps in touch with these people and solicits items for the bulletin. From the material submitted he selects those items which will best promote among employees a better understanding of Department programs, policies and activities.

Information Campaigns

Some Department activities and programs require help from several agencies in getting information to our 5,300,000 farmers, and to the public in general. For example, responsibility for the new Soil Bank program--provided by the Congress to take some U. S. farm land out of production for the present and hold it in reserve for the future--must be shared by a number of Department agencies. No single agency of the Department is in a position to prepare the information materials required to explain this program to farmers and others.

Similarly, when an emergency rises--such as a sudden, acute need for more farm storage to handle unusually large crops--the help of many agencies is needed to explain the problem and tell what can be done to meet it.

Through the Special Reports Division, leadership is provided in pulling together the information available from all parts of the Department and seeing that it is prepared in suitable forms for dissemination to farmers through farm organizations, radio, press, television and other outlets.

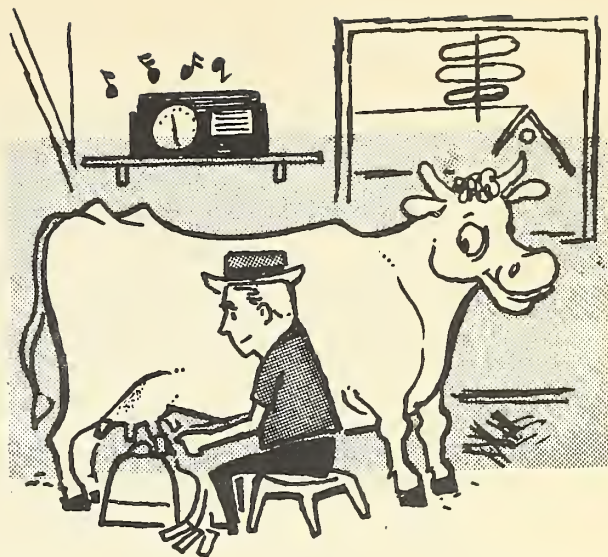
*Every hour ... of every day ...
somewhere in the U. S. A., a radio or televi-
sion station broadcasts agricultural facts to
farmers and others, from*

INFORMATION FOR

Radio and Television

supplied by

Radio and Television Service
Office of Information
U. S. Department of Agriculture



The Department of Agriculture neither owns nor rents any broadcasting stations or facilities. It pays not one penny for time on the air. No station is required to carry its materials.

Yet, acting in the public interest, hundreds of individual stations and all the large networks of stations from coast to coast make available to the Department time on the air to tell farmers and consumers the latest developments in agricultural crops and markets.

Many of these stations also maintain agriculturally trained members of their own staffs to present programs for farm people. They, too, make use of information developed and prepared in the Department. Through this mutually helpful cooperation, farmers in the U. S. are enabled to get the facts they need in their business more quickly than ever before.

Nearly every family in this country has one or more radios. A large proportion of them also have television sets.

Almost all farm people as well as city people live within range of some of the over 500 television stations and almost 3000 radio stations now operating. Many of these stations are affiliated with one of the four coast-to-coast radio networks and three television networks.

The U. S. Department of Agriculture cooperates with these radio and television stations to get important information about agriculture and home economics to the public.

Many of them have special farm and home information programs and employ on their staffs radio or television farm program specialists to prepare and present such programs.

The Department of Agriculture cooperates with the networks, individual stations, and the people broadcasting over such facilities by supplying them whatever information it has available. Through this mutual cooperation, farm and city people are kept almost constantly informed about the latest developments in agriculture affecting their own businesses. Some of these programs are "sponsored" by commercial firms (meaning that they purchase the time on the air) but others are unsponsored.

The U. S. Department of Agriculture's contribution to this service to farmers and consumers by way of radio and television is carried on through the Radio and Television Service of the Department's Office of Information.

The Radio and Television Service prepares the information in convenient forms for the various broadcasting agencies and supplies it to them free of charge.

Special Radio Services

At the present time, the Radio and Television Service contributes agricultural news and features regularly to several established network programs: the "National Farm and Home Hour," broadcast each Saturday over the coast-to-coast network of the National Broadcasting Company; "The American Farmer," broadcast each Saturday over the nation-wide American Broadcasting Company; and, on request, to the "Farm News" of the Columbia Broadcasting System.

The Radio and Television Service also cooperates with the Clear Channel Broadcasting Service in providing a tape-recorded weekly farm program for broadcast on the 14 50,000 watt clear channel stations across the country. These are stations with wide geographical coverage which often provide special services to farm listeners.

As a further service to individual stations, a library of tape recordings on current information is maintained to fill requests for short discussions by Department specialists on developments in research and other fields. In this way more information is made available than can be carried in the short news summaries.

Special Television Services

Likewise, the Radio and Television Service serves television stations who have farm programs with a specially prepared weekly television package made up of visuals such as filmclips, still photographs, slides, artwork and real objects to illustrate a suggested script on some research development in the Department. Occasionally these packages include a newsreel-type film reporting several new developments at the Department's Research Center. Special consumer campaigns such as June Dairy Month to push sales of surplus foods are publicized by short station-break films, 20 seconds to 2 minutes in length.

Special guests for television network shows are provided by the Department on request, and often special broadcasts are planned jointly by the networks and USDA.

About once each year, a series of live TV shows are produced and presented on a Washington TV station by Department personnel. These are usually experimental in nature.

Radio and Television News Letter

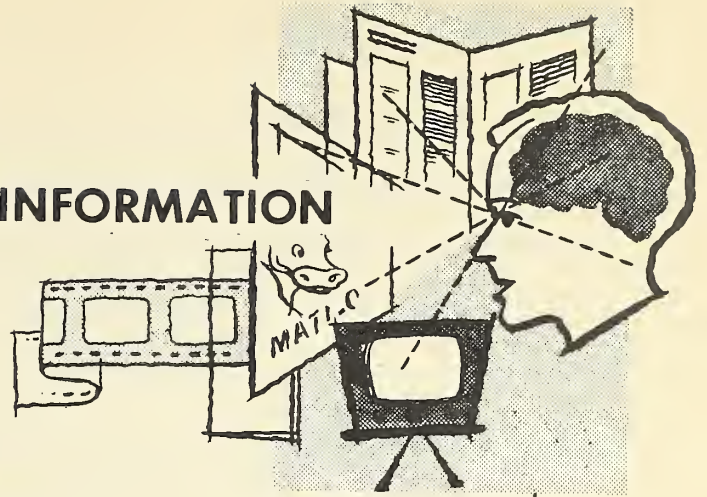
To keep in touch with the growing number of radio and television stations that maintain their own farm departments, the Radio and Television Service issues a weekly news letter. This Radio Farm Directors' letter helps keep the farm broadcasters advised of agricultural developments in Washington and elsewhere and supply them with informational materials of use to them in building their own programs. Correspondence arising from this weekly letter enables the Department to keep informed on developments among the broadcasters.

Art and Graphics

IN AGRICULTURAL INFORMATION

supplied by

Art and Graphics Division
Office of Information
U. S. Department of Agriculture



A present-day citizen of the United States does not have to search far for information. He may turn on his radio or television receiver, pick up a newspaper or magazine delivered to his door, choose a free pamphlet from a display rack in a public place, visit the free public library, or use his telephone to call some agency that has information he seeks.

In the presence of such a wealth of information--covering every topic of current interest--a person may only choose among countless messages constantly competing for attention. Though his interests will dictate his choice to a certain extent, he will also be influenced by what catches his attention and stimulates his interest.

Experiences of the Department of Agriculture in offering free publications from display racks at large public gatherings, such as national conventions or fairs, point to the importance of a favorable visual impression in gaining attention and arousing interest. Publications that are attractively designed and colorful, or display pleasing or meaningful pictures, are picked up much more readily than similar but less attractive editions. And this seems to be true regardless of the subject presented.

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Department of Agriculture writers make as much use as possible of art work, graphics, photographs, and modern design in preparing information for publication. Use of these visual tools is practical because they

-arouse attention
-hold interest
-create a pleasant impression
-clarify meaning
-strengthen the memory.

The Art and Graphics staff advises Department information people in developing illustrations and designs for many purposes. The variety of materials produced is as broad as the whole field of commercial art, ranging from complete publications' design and layouts, to colored illustrations on transparent film for projecting on a screen, to original art for illustrating a television script. Altogether, about 2,000 separate jobs are handled in a year's time.

Publications

A basic objective in producing leaflets, bulletins, and other publications for general public use--the kind we call "popular" publications--is to make them as attractive and readable as possible.

Use of easily read type, colors which rest rather than strain the eye, and illustrations which appeal to the emotions or simplify the text, all add to readability, or ease of reading. Cooperating with Department publications editors, the Art and Graphics Division attempts to supply USDA publications with all those qualities, aside from actual literary style, which make for reading ease, comfort and pleasure.

The staff is thoroughly familiar with all styles of lettering and type, methods of reproduction, and available kinds of paper. They advise publications editors about effective use of these in producing a publication. They also consult with editors in developing good illustrations, using art, photographs, or a combination of the two.

The Division keeps abreast of all new developments and styles in the field of publications design, since modern design not only pleases the eye but suggests that the information presented is fresh and new.

The use of color is highly desirable in publications design because of its esthetic appeal, its stimulating effect, and its value in helping a reader to absorb and retain information. Government economy regulations, however, limit the use of colored illustrations to those instances where color is actually needed for understanding, as in identification of an economically important insect or plant disease.

Interesting and pleasing color effects are achieved by use of colored paper and printing with colored ink. Frequently this combination can create an illusion approaching that of multi-colored illustration.

Publications design makes up about one half of the Art and Graphics Division's work load. About 300 publications are planned and layouts prepared in the course of a year.

Periodicals

Five monthly magazines published by Department agencies are served regularly by the Art and Graphics Division.

Fresh layouts are designed each month to fit into an agreed-upon format. The appearance of these periodicals is constantly improved through revision and modernization of the design and taking advantage of new developments in reproduction processes.

Television Art

The Art and Graphics Division fills all Department requests for design and art work to be used in television presentations. With the growth of television as an important channel of public information, more and more of this work is called for to publicize Department programs and research findings.

A new form of expression, television demands original and creative approaches to illustration problems. In some instances art is animated to produce an effect of motion. In other cases, movement can be captured through camera action.

Story boards, somewhat akin to comic strips, are used to sketch the progression of art for short television films that last from 20 seconds to two minutes. A modern, humorous cartoon style is popular because messages which amuse as well as inform are doubly effective.

Visual Aids

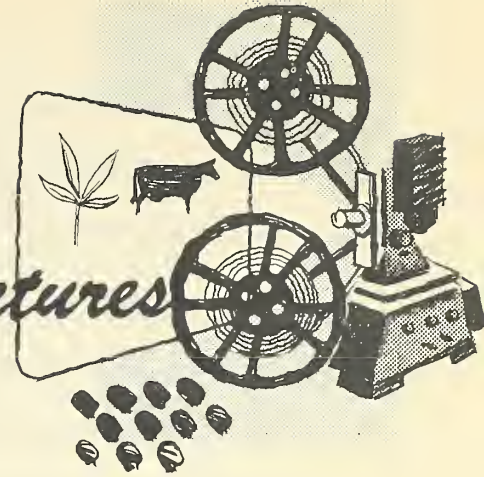
The Art and Graphics Division also prepares all kinds of charts, graphs, and other visuals for illustrating lectures and talks by Department officials. These include line charts, bar charts, pie charts, strata charts, art and graphic material for mounting on flannelboards, flip charts, and visuals for colored slides.

The volume of this material is increasing yearly as its value in supplementing the spoken word in meetings and on television is more fully appreciated.

Cooperation with Extension Service

An occasional audio-visual exchange package is designed and prepared by the Art and Graphics Division, incorporating and illustrating numerous ideas contributed by State Extension Service staffs and Department people working in the information field. In this manner agricultural information workers exchange successful ideas about new tools and techniques for telling people about agriculture.

THE WORLD OF AGRICULTURE COMES TO LIFE THROUGH *Motion Pictures*



produced by

Motion Picture Service
Office of Information
U. S. Department of Agriculture

A farmer near Little Rock, Arkansas, turned on his television during his lunch hour one day in 1954 to watch a regularly scheduled farm program. His attention was caught by a short motion picture film prepared by the U. S. Department of Agriculture.

The film described the symptoms of vesicular exanthema (VE), a serious disease of swine. Sick hogs in the film showed symptoms similar to some that the Arkansas farmer had noticed in his own animals--a reluctance to walk, painful limping, blisters on the feet and in the mouth and nostrils.

A telephone call brought a government inspector, who confirmed the farmer's suspicions, and next day the farm was placed under quarantine. This incident led to the prompt stamping out of VE in Arkansas, a State where it had not previously been found.

The part the motion picture played in the successful control of this one important livestock disease would be hard to measure. But what happened is an exciting example of how much can be accomplished when people fully understand a problem. Within a few months VE was eradicated from 38 of the 42 States in which it struck. The film did much to obtain the cooperation of lawmakers and the swine industry, without which control would have been impossible.

Since their development in the early part of this century, motion picture films have become a more and more familiar part of everyday life in this country.

Beginning as a novelty and developing largely as a form of entertainment, the motion picture film is now more fully appreciated for its value in education and general public information.

Safety film developed during the mid-1930's removed the hazard of handling highly inflammable celluloid film. This, and a switch to 16 millimeter, rather than 35 millimeter film, with its lighter equipment and easier handling, made motion picture films more practical for school room and meeting hall use.

Growth of the television industry in the postwar years has brought motion pictures into a majority of U. S. homes and made them as familiar there as the morning newspaper. Many films shown on television are educational features prepared by government or private agencies for free use by television stations as a public service.

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For its ability to tell a complete story in a vivid and realistic way, to create lasting impressions, and to instruct as well as to entertain, a motion picture film is hard to surpass.

Motion pictures are not limited by time or space. They can whisk the viewer in a moment's time from a fruit orchard in California to a dairy farm in Maine. In giant-sized pictures they can show how the little bee makes honey and how a raindrop splatters on the hard land's surface or sinks into receptive soil. A plant or animal's development over months of time can be portrayed in a few seconds. Motion may be either slowed down or speeded up from its normal time to assist the eye in catching more than it can in a real situation.

The darkened room in which motion pictures are shown encourages high concentration. This, plus the appeal of pictures to the emotion as well as to the mind, makes it possible for a motion picture film to impress facts with a sharpness and intensity that makes them stick. A U. S. Navy Department test showed that a film teaching naval recruits how to assemble a deck gun's breechblock was more than twice as effective as an actual demonstration by a skilled instructor.

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Motion Picture Production

The Department of Agriculture has been producing and distributing agricultural films for more than 40 years. At the present time, approximately 65 complete films--about half agricultural--are produced in a 12-month period. In addition partial production service is given on pictures produced by other government agencies.

The Motion Picture Service operates the only complete, non-military motion picture production center and laboratory within the Federal Government. All creative and technical talent required for the production of motion pictures are employed by the organization. Films are produced for Department of Agriculture agencies and other government departments, and in each case the requesting agency pays the cost of production.

Agricultural films are used to demonstrate new and better farm and homemaking practices, to explain agricultural programs to farmers and the general public, to promote the sale of agricultural products, and to help city people know and understand farm problems. An estimated audience of 26,000,000 people view agricultural films each year, excluding television use.

All films released by the Department are 16 millimeter, and 75 percent of them are in color.

Distribution of Films

Single prints of agricultural films are deposited in 73 cooperating film libraries and in Department of Agriculture field offices throughout the country. Additional prints may be purchased by the libraries. The libraries agree to lend the films to Department employees and State and county extension workers for official use, free of charge except for mailing or other transportation costs. Other responsible people may borrow these films for a reasonable fee for showing to interested groups.

The Motion Picture Service prepares and arranges for the printing and distribution of catalogs and fliers listing available films and the libraries from which they can be borrowed. It arranges special distribution of films to television stations and maintains a register, by title, of all agricultural films produced in this country.

The Motion Picture Service also maintains a Television Film Clip Library which reviews, selects, catalogs, and indexes stock motion picture footage and keeps a collection of motion picture scenes for ready use. The library publishes and distributes a list of scenes which can be purchased from the Department. These are sold by mail at 25 cents a foot for color and 10 cents a foot for black-and-white film.

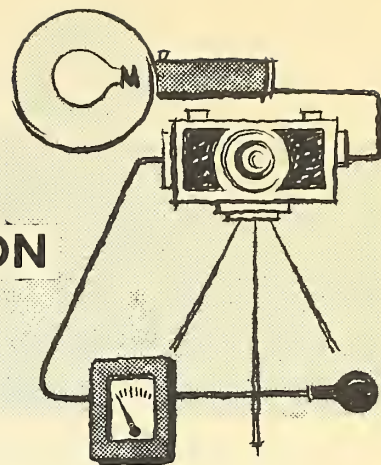
Other Activities

Motion Picture Service cooperates with other Department of Agriculture visual staffs in sponsoring a yearly workshop to train agricultural workers in the production and use of motion pictures and other visual aids.

THE ROLE OF *Still Photography* IN AGRICULTURAL INFORMATION

the work of

Division of Photography
Office of Information
U. S. Department of Agriculture



A picture is worth 10,000 words, according to an old Chinese proverb. Seeing is believing, is a common saying in the United States.

These familiar adages recognize that messages appealing to the senses as well as to the mind have increased impact. They attract attention and increase understanding.

The effectiveness of the visual approach in telling any story is acknowledged more and more in all aspects of life in the United States. Slide films, film strips, motion pictures, charts, and all sorts of graphic illustrations, as well as actual demonstrations, are being used in ever increasing quantities in all forms of education. More pictures are used in newspapers and magazines. Commercial advertising uses more pictures and shorter written text. Television, a new information medium, adds the visual to the auditory appeal of radio, and its tremendous possibilities in the field of public information are only beginning to be understood and appreciated.

Agricultural information work presents no exception in the general trend toward visualizing, as much as possible, every form of public information. To this end, the Division of Photography provides photographic materials and services to writers, editors, and other information workers both in the Department and outside.

A program to revise and improve farmers' bulletins and other short, popular type publications of the Department, undertaken several years ago, has involved the use of more and better photographs to illustrate the information offered in the bulletins. Department periodicals are also being improved by the use of more and better photographic illustrations.

News type photographs about Department research, events, or personalities are offered wherever possible with USDA news releases, and many of these are used by commercial newspapers and magazines, as well as by editors of Department publications, in illustrating articles about the Department's work.

Photographs are used regularly in the Department's work with commercial television stations. A package mailed weekly to a list of cooperating stations consists of a script and illustrative material, about 80 percent of which is photographic material drawn from Department files and reproduced for this purpose by offset printing.

Another frequent use of USDA photographs is in Department exhibits. Here photographs are cropped, magnified, retouched, animated, tinted, and combined with many other types of graphic and illustrative material to become part of an arresting, audio-visual presentation of an agricultural message to be shown at meetings, fairs, and other events where significant numbers of people gather.

Photographic material for the use of all these information media is supplied by the Division of Photography.

The Division has three operations described below.

The Photographic Library

The Photographic Library maintains a negative file and a glossy print file of all available USDA photographs. The library contains an estimated 100,000 photographs of news or general interest value.

Pictures from the library are available to all agencies of the Department as well as to other government departments. The library also furnishes, upon request, to persons or organizations outside of federal agencies any still photographic reproductions obtained in connection with the work of the Department of Agriculture.

Photographs are supplied free to newspaper and magazine editors, television stations and other news outlets. They are sold to trade associations, schools, and the general public. A list of subjects covered in USDA photographs is available to anyone requesting it.

Working with Department agencies, the Photo Library issues Picture Stories from time to time about agency activities. These are printed, letter-sized leaflets with a series of pictures about one subject, together with captions and a brief text to complete the story.

As a special service to farm magazine and newspaper editors, the library also publishes Photo Series leaflets displaying new photographic material about timely subjects. These are mailed out to editors who have requested such information from the Department. Photos can be ordered from these series by number.

Filmstrip and Slide Service

Filmstrips and slides designed for use in teaching better farm and home practices are prepared cooperatively by the various subject matter agencies of the Department and the Division of Photography.

A yearly contract is issued to a commercial laboratory for reproduction and sale of these materials at prices acceptable both to the Department and the laboratory.

A catalog is published and about 20,000 copies printed and distributed by the Department to Extension workers, schools and colleges.

The Division of Photography has about 10,000 color transparencies from which duplicate slides can be made. Publishers who have need for color photographs on agricultural subjects may borrow these or may purchase reproductions.

The Photographic Laboratory

The Photographic Laboratory maintains a staff of cameramen and laboratory technicians to serve the agencies of the Department by supplying them with photographic reproductions of all kinds. All the Department's photographic work is done by the Laboratory, except aerial photography and some research photography carried out by agencies as a necessary part of their research programs.

The black and white photography done by the Laboratory is mostly news and illustrative type photos. These pictures are used for Department publications, press announcements, picture stories, or any of the other services described above. They also become a part of the Department Photo Library.

Color photography consists of slides, prints and transparencies, mostly of grades and standards of meats, eggs, poultry and vegetables, where color is needed for understanding.

Other services supplied by the Laboratory include portraits of top officials in the various agencies. Photomurals for agency displays or exhibits are made in all sizes up to 8 feet by 10 feet. Copy camera work is used in reproducing maps and charts.

Photomicrography, or photography with a microscopic lens, is another service provided to agencies of the Department. Such enlarged photos of insects, fabrics and tissues are used by scientists and technicians in reporting research findings.

TELLING THE AGRICULTURAL STORY THROUGH *Exhibits*

prepared by

Exhibits Service
Office of Information
U. S. Department of Agriculture



Any spot where a number of people gather or pass by presents an opportunity to capture attention and tell a story.

Exhibits are ideal for this purpose since they can make use of color, light, motion, sound, and other effective attention catchers. By using a combination of these exhibits can say a great deal in a short time, and in such a way as to create a lasting impression.

In the United States almost every business, professional and trade group holds at least one annual meeting or convention. Farmers and their wives are no exception. They gather on the campuses of their State Land-Grant Colleges for Farm and Home Week, with its variety of social and educational attractions. They attend field days to watch demonstrations of new practices, both in their own counties and at their State college. And many of them, along with their city cousins, regularly attend the annual State Fair.

These occasions offer opportunities for the Department of Agriculture to illustrate some new development which can increase farming efficiency, or to show the relationship between different phases of large-scale agricultural programs, thus producing a better understanding and appreciation of the whole activity. The Exhibits Service, working with Department agencies, prepares exhibits for this purpose.

Agricultural exhibits are shown, not only to farm audiences, but to many trade groups whose interests are related to agriculture. Many are open to the general public.

The average use of an exhibit is about seven years, though some revision and renovation is needed nearly every year. One unusual exhibit has been in use since 1935, showing first at the World's Poultry Congress in London and now being presented at trade shows in Europe and Asia. It is a six foot model of a hen, showing, by cross section, the "egg factory" within and how feed is utilized in making the egg.

Designing Exhibits

Working with subject matter specialists and research people from the various agencies of the Department, the Exhibits Service designs all types of exhibits, fitting the design to the use for which the exhibit is planned.

Some exhibits are very light in weight and can be folded compactly so they can be carried by hand or by automobile from place to place. Other medium-sized and large exhibits must be taken apart and packed in specially designed crates for shipment by rail or truck.

Since an exhibit must tell a story quickly--usually to a moving audience--the message is kept simple. Mechanical devices, animation, and special lighting are used to capture and hold attention until the message is understood. This calls for constant development of new creative ideas and the use, in ever changing combinations, of all forms of graphic illustration.

All types of photographs, films, art work, charts, maps, models, live objects, even live people and animals, are employed, along with written or recorded words to complete an impression.

The Exhibits Service is continually experimenting with materials to produce new and more effective exhibits. These range from products new on the market--such as plastics--to familiar, everyday objects which can be adapted to exhibit uses. Dime stores, lumber yards, hardware stores, variety shops are good sources for both raw material and finished manufactured articles to be used in preparing exhibits.

An umbrella-type clothesline on a central pole, for instance, was found to be excellent for supporting a four-sided exhibit. Simple animation devices like a turntable or a moving photograph or small model can be operated by a small dry-cell battery designed for a flashlight. These devices call attention to a central point of interest.

Possibilities for presenting scenes in three dimensions--with depth as well as height and breadth--are among the advantages of exhibits since this increases both interest and understanding. Models are excellent for this purpose. The Exhibits Service constructs models from many different materials--modeling clay, water proof plastic, rubber. One of the cheapest and most effective is papier-mache, made from newspaper soaked in water, then ground up by rubbing against a rough stone, and mixed with plaster, glue, and a dry color. Mounted on a wire frame, this can be used to form a replica of a whole farm or landscape.

For lightweight backgrounds which can be taken apart, reassembled quickly, and used over and over, corrugated fiberboard with holes through which objects can be hung or screwed (pegboard) has been used effectively. Another possibility is metal tubing which can be assembled and reassembled in various shapes and sizes. Aluminum tubing makes a lightweight exhibit.

Three Dimensional Visual Aids

In addition to its regular exhibit work, the Exhibits Service also designs a variety of visual aids for use by Department officials in illustrating lectures, television talks, and stage demonstrations.

These may be models, small exhibits, or three-dimensional charts using metal tubes or blocks in place of the bars which would ordinarily be found on a flat surface. One of the most popular of these visual aids has been a costume of Smokey Bear, the animal symbol of forest fire prevention, for forest rangers to wear in giving talks to school children and community groups.

Arrangements for Showing USDA Exhibits

The Exhibits Service also conducts negotiations for the showing of Department of Agriculture exhibits, arranges shipping schedules, and estimates shipping costs.

Many of these arrangements are made with State Extension Service offices and other agencies in the 48 States. State people often add local material to USDA exhibits to fit conditions in their region and sharpen up the message, thus adding to their effectiveness.

Photographs and multilith pictures of exhibits are furnished to groups interested in sponsoring a showing.

During the fiscal year July 1, 1955, to July 1, 1956, there were 142 showings of USDA exhibits by State groups and 40 showings by the Department of Agriculture itself.

*Farmers and Homemakers find help
in their work and solutions to many
of their problems in . . .*

Publications

Published and distributed through the

Division of Publications

Office of Information

U. S. Department of Agriculture



A young farmer wants to begin breeding and raising beef cattle on his newly acquired farm. He drops in to see his county agricultural agent to get some advice about how to get started and how to make his business profitable. The county agent, who is familiar with the farming possibilities in the area, will give him some advice, but he will also give the young man some bulletins to take home for more careful study. Along with publications prepared by his State Extension Service will probably be such U. S. Department of Agriculture Farmers' Bulletins as (1) The Beef Calf: Its Growth and Development, (2) Feeding Cattle for Beef, and (3) Feed-lot and Ranch Equipment for Beef Cattle.

Another farmer reads in his newspaper or farm magazine, or hears over his radio, about the Soil Bank conservation reserve--that financial aid is available through local Agricultural Stabilization and Conservation Committees to farmers who are willing to take some of their land out of surplus crop production by planting trees or grass. He is told to contact his ASC committee for further details. When he drops into the local ASC office, to talk to someone about the program, he is given a copy of the Soil Bank Highlights, a USDA publication prepared to explain the soil bank to farmers.

A farm wife attends a meeting of her home demonstration club and hears a talk about how to do a better job of feeding her family. She may be given a copy of Family Fare, a publication on food management and recipes, and such other USDA Home and Garden Bulletins as (1) Food for the Family with Young Children, (2) Food for Families with School Children, or (3) Food Guide for Older Folks.

These illustrate a few of the many ways that USDA publications reach people who need and want the information they offer. A great many are distributed by the Department itself in answer to mail, telephone, or in-person requests for bulletins which may have been mentioned in newspaper or magazine articles or on radio or television, or in answer to specific questions about subjects treated in the publications.

USDA publications are also distributed through Members of Congress. A special listing of popular up-to-date bulletins is made up from time to time for Congressmen to send to their constituents. The person receiving such a list may check as many as ten bulletins and these will be sent to him free of charge.

Here's a breakdown on how many free publications are distributed through these various distribution channels. Almost 6,000,000 copies are distributed annually through Members of Congress. Another 3,000,000 are distributed by county agricultural agents and other State Extension Service offices. The Office of Information uses an additional 1,000,000 copies to answer requests, and various agencies of the Department distribute about 500,000 publications in the course of carrying out their programs.

About 4,000 different USDA publications are presently listed as available, either free or for sale. Of these, about 600 are popular publications designed for the use of farmers and homemakers. The rest are technical or semitechnical bulletins to be used for professional reference or as aids in carrying out Government programs. Popular publications are printed in large supply--up to 150,000 copies--for free distribution, and are reprinted as demand occasions so long as the information they contain remains up to date. Technical and semitechnical publications are printed in smaller quantities--about 5,000 copies--for a more limited free distribution as long as the supply lasts. Both popular and technical publications can be purchased from the Superintendent of Documents in Washington, D. C., for sums ranging from approximately 10 cents to 50 cents.

Printed publications work with and supplement other forms of information in getting facts from the Department of Agriculture to farmers, homemakers, and others. Whereas current information channels such as newspapers, magazines, radio, and television have advantages of speed--they reach the public quickly with new facts and information, and they catch attention and arouse interest in knowledge the Department has to offer--publications follow up where these speedier methods of communication leave off.

Publications usually treat subjects more completely, combining what is new in a field of information with a background of established facts that round and complete the picture. They are printed in a form which is convenient for reference and can be kept as part of a permanent library of farming, gardening, or homemaking information. Frequently a publication is the basic presentation of material and serves as the foundation for news stories, radio and television programs, meetings, etc.

To be useful and effective, publications must be kept up to date and attractive, and they must be written and presented in such a manner that the reader can quickly find and understand the information he seeks. Since 1952, the Department, under the leadership of the Office of Information, has been carrying out an active program providing for thorough revision of out-of-date bulletins. Revised publications have been prepared and designed to make them more readable, more attractive and more useful as reference tools.

The number of new publications issued in one year generally ranges from 300 to 400. In addition, an average of about 40 publications are being revised each year.

The Division of Publications acts as adviser to Department agencies on publication planning, editorial, printing, and distribution problems. The Division works with the agencies in the conduct of workshops for exchange of ideas on how to produce better publications.

Manuscripts for new publications are prepared by subject matter specialists or information specialists in the various agencies of the Department, under the guidance and with the help of agency editors. Manuscripts are then sent to the Division of Publications for policy clearance, coordination with other agency publications, and for printing and distribution. Help in designing and illustrating the publications is provided by the Art and Graphics Division.

The Division of Publications works closely with Land-Grant Colleges and State Extension Services in planning and distributing publications to avoid duplication of effort.

All laws and regulations regarding publication of printed materials by the Department are administered by the Division. In accordance with U. S. Government regulations, Department publications are printed by the Government Printing Office, a central Government printing plant. Mimeographing and most multilithing are done in a plant maintained by the Department. In either case, the printing costs are met by the agency publishing the bulletin.

The Editorial Section of the Division of Publications reviews all manuscripts to see that they comply with Department policy. This review includes checking each manuscript for content, arrangement, and artwork, and coordination with other publications of the Department. The Section arranges conferences with authors, editors, and artists to help work out problems on manuscript preparation, and, upon request, provides assistance in planning publications.

The Printing Section advises agencies on the best methods of printing and reproducing their publications and other printing work and prepares all orders sent to the Government Printing Office.

In arranging for printing, the Publications Division prepares printing specifications, checks illustrations for size, determines kind and quality of paper, estimates the cost, and advises the agency ordering the publication on how to obtain the most economical and effective job.

The Inquiries and Distribution Section handles hundreds of thousands of requests for publications and related information that come to the Department each year from Members of Congress, from other Government agencies, and from the public generally. It directs distribution of Department publications to Congress, to other Government agencies, Land-Grant Colleges, and to the public. Bulk orders from agencies or extension offices are filled through the Government Printing Office.

Administration and Management OF INFORMATION ACTIVITIES

*Personnel and Fiscal affairs and
Services provided by the*

Administrative Management Division
OFFICE OF INFORMATION
U. S. DEPARTMENT OF AGRICULTURE



The information programs of the Office of Information are managed by the Director of Information, three Assistant Directors, and nine Division Chiefs. To aid in carrying out their work, the Administrative Management Division provides these people with staff assistance on personnel, budget, fiscal, and other administrative matters that affect the policies or operations of the Office of Information.

The Division prepares budget estimates and reports as needed and compiles data on information personnel and operations. It maintains fiscal controls and does the accounting and fiscal work for the entire Office of Information. Its personnel activities include the management of classification, recruitment, training, safety, health and security programs. The Division also provides mail and messenger services and is responsible for records management, procurement of supplies and materials, management of property, space, transportation, and other related administrative services.

Like other Federal Government agencies, the Office of Information hires its personnel through and with the approval of the Civil Service Commission, the Government's central recruitment agency. The Civil Service Commission holds competitive examinations that are open to all U. S. citizens and selects as eligible for Federal employment those making the highest scores. Federal agencies hiring new personnel select employees from a list of eligibles supplied by the Commission. In this way, the best qualified persons receive first consideration for Government jobs.

Funds for carrying on the work of the Office of Information come from two general sources. One source is an annual appropriation from the Congress of about one and one-quarter million dollars--this comes from public tax funds allocated to the Department of Agriculture as part of its overall budget for carrying out programs for which Congress has given the Department authority. Another source of funds to the Office of Information is reimbursements (payments) for work produced for other agencies of the Department of Agriculture or other Government departments. This amounts to about three-quarters of a million dollars each year.

Appropriated funds may be used only for authorized purposes. In the case of the Office of Information this purpose is to aid and support the agencies of the Department of Agriculture in reporting to farmers and other interested groups on research, regulatory, and other Department programs.

Most of the visual work of the Office of Information--photography, art and graphics, and motion pictures--is produced for other agencies, with the ordering agency paying all expenses for services received, including use of labor, equipment, and materials.

The photographic laboratory, the art and graphics shop, and the motion picture production unit are managed much like commercial operations, with customers ordering and paying for all materials and services received. The difference is that the customers are all Government agencies using appropriated tax funds and no profit is involved.

A permanent working capital fund of \$200,000 has been provided to the Office of Information for use in operating these visual production units. This fund might be described as a credit, or revolving fund, from which money can be drawn temporarily to meet expenses and must be paid back when the work for which it is used is paid for. The working capital fund must be maintained at its authorized level and cannot be spent for any work for which reimbursement will not be made. Since reimbursements for production of visuals amount to about \$750,000 annually, the working capital fund is turned over completely and renewed several times each year.

Department regulations require that agencies of the Department order all art and graphics work, motion pictures, and still photographs needed in their information work from the centralized production units operated by the Office of Information. This avoids duplication of staffs and equipment which would occur if each agency produced its own visual material.

Sometimes funds for projects undertaken for other agencies are transferred to the Office of Information from the agency for which work is done without resort to a working capital fund arrangement. Or in some instances other agencies simply share the cost of production or printing of information materials.

For instance, Congress has appropriated funds to the International Cooperation Administration for technical support to and cooperation with other countries in improving their standards of living and economic conditions. The International Cooperation Administration has entered into a contract with the Department of Agriculture to provide that part of technical support which applies to agriculture. For this work, part of the funds appropriated to ICA are transferred to the Department of Agriculture; and agencies of the Department, including the Office of Information, are reimbursed for their part in this program on the basis of hours actually spent or materials supplied.

In general, the funds spent by the Department of Agriculture for information purposes represent only a small part of the cost which would be involved if the Government worked alone in getting information about agriculture to the people. Privately-owned facilities that are open to the Government--newspaper space, radio and television time, distribution services provided by film libraries and State Extension Services, and exhibit space at fairs and conventions--would cost a great deal more than the tax funds spent by the Department in preparing relatively inexpensive materials for use through these outlets. The cooperation of private organizations and commercial communication channels makes it possible to accomplish a great deal with the public funds spent.

